

University of Colorado
Student Union

Sponsored by: Representative, Nathan C. Bellino
School of Business

Authored by: CU American Marketing Bryan Huester
Vice President

A BILL

BILL HISTORY

The CU American Marketing Association has come miles since receiving charter sixteen years ago. However, we are still climbing mountains and striving to be "Mile High in Marketing". This year we believe we have the potential to become one of the best clubs on campus, and certainly the best within the College of Business.

To reach this goal, we sponsor many activities on and off campus. These activities include our speaker series, philanthropy drives, career workshops and regional and national conferences. Last year CUAMA was unable to attain the Regionals because of the early time and location. Fortunately this year, the Western Regional AMA Conference is being held in Denver on November 5-7. The purpose for this conference is to assist our members in becoming better leaders, obtaining helpful ideas in their job search and networking with peers from around the region. The exchange of ideas between other chapters will be beneficial to everyone's experience and will improve our chapter's future. Due to the proximity of the conference and the excellent events scheduled, CUAMA has set the goal of sending 25 members. We believe a good representation is needed since the conference is in the vicinity of CU and because the Cu-Boulder chapter is regarded as one of the strongest chapters, not only in the Western region, but in North America. CUAMA has won four National Awards in the last two years and also has competed successfully in the 1993 International Case Competitions. CUAMA, the Business School and the entire University will benefit from this regional conference. The cost is \$125 per AMA member. Conference fee includes two night stay at the Radisson Hotel Denver, four meals, conference packet and speaker series. CUAMA has already raised funds for the collegiate conference. We were contracted out by the Camptoons Corp. to distribute coupons in August and CUAMA raised \$250. In addition to Camptoons, CUAMA is currently involved with American Passage Credit Card services. Over twenty, non-officer members are promoting credit cards for a three day period in the UMC. CUAMA expects to raise at least \$100.

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BILL SUMMARY

To allocate \$440.00 + GAR from Council of Colleges and Schools account #1391200 to help cover expenses for CU American Marketing Association members to attend the regional conferences in Denver on November 5-7, 1993.

BE IT ENACTED by the Council of Colleges and Schools of the University of Colorado Student Union, THAT:

SECTION 1: To allocate \$440.00 + GAR from Council of Colleges and Schools account #1391200 to help cover expenses for CU American Marketing Association members to attend the regional conferences in Denver on November 5-7, 1993.

SECTION 2: A report shall be submitted pursuant to 34CCSB#15.

SECTION 3: This bill takes effect upon passage.

BUDGET

Cost: \$125 per person

CUAMA's goal: 25 members and officers

\$125 * 25 = \$3,125.00

Hotel: 11x40 \$ 440.00

*We are asking for \$440 for funding.

Total income \$250
\$100
\$440*
\$880

(7) officers (mandatory attendance)

Would receive \$61.43 each: \$ 440.00

(18) members would receive \$25.00 each: 450.00

\$ 880.00

9/30/93-Passes as amended - CCS-1st Reading-Acclamation

10/7/93-Passes as amended - CCS-2nd Reading-Acclamation



Nathan C. Bellino, Speaker
UCSU Council of Colleges and Schools